



DIGITAL ADVERTISING & PROMOTIONS RATE CARD 2023-2024

Digital advertising and/or promotions with CPF ON Branch is available via these 4 avenues:

1. Website Banner (Footer) – on.cpf.ca/en/
2. Communiqué Banner
3. Social Media (Facebook, Twitter)
4. CPF Magazine (Advertising/Advertorial)

1. WEBSITE BANNERS

Banner ad size: 728 X 90 pixels | **Accepted file formats are:** PNG or JPEG file formats with accompanying URL, not to exceed 3MB in file size | **Submit to:** [Bobbie Smith](#).



1 month	\$275	Date Submitted:	_____
3 months	\$650	Start Date:	_____
6 months	\$1,000		_____

2. COMMUNIQUÉ BANNERS

CPF Ontario Branch Communiqué is sent out on the 17th of the month, other than in summer. The Communiqué's **Open Rates are more than double** the non-profit industry standard, and **Click-Thru-Rates are quadruple** the industry standard:

- CPF Ontario's Annual Average: **Open Rate: 68% Click-Thru-Rate: 12%**
- [Overall Nonprofits Average](#)¹: **Open Rate: 27% Click-Thru-Rate: 3%**

Promotions	1 Month	3 Months	6 Months
Full-length Banner (800-1000px - 250-350px)	1 x \$275 = \$275	3 x \$275 = \$825 \$750	6 x \$275 = \$1,650 \$1,250

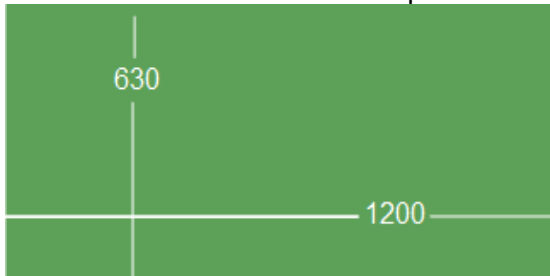
¹ <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>

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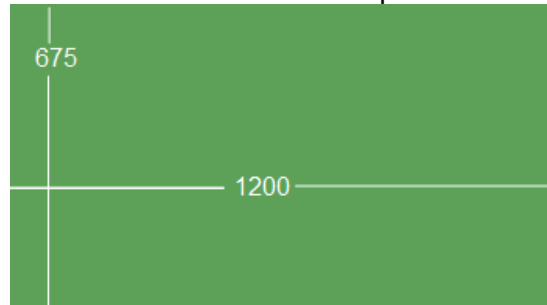
3. SOCIAL MEDIA PROMOTIONS

To share your post on CPF Ontario's Facebook and Twitter accounts, please submit two png/jpeg files to [Bobbie Smith](#): 1 for Facebook and 1 for Twitter, in the following sizes:

For FACEBOOK = 1200 x 630 pixels



For TWITTER = 1200 x 675 pixels



Accepted file formats are: PNG or JPEG file formats with accompanying URL, not to exceed 3MB in file size | **Submit to:** [Bobbie Smith](#).

1 post (1 Facebook & 1 Twitter = 2, in total)	\$275	Date Submitted: _____
2 posts (2 Facebook & 2 Twitter = 4, in total)	\$650	Start Date: _____

4. CPF National Magazine Advertising Opportunities

CPF Magazine reaches over 25,000 members:

- parents interested in official languages and bilingual issues across Canada
- federal/provincial decision makers
- primary/secondary school officials
- board of education officials
- principals, and
- FSL consultants and teachers.

Our demographic is predominantly women readers between the ages of 29-54 years who have school-aged children, with representation across all ethnicities, and living in rural and urban centres across Canada.

The e-version on our website is available in English only here: <https://cpf.ca/en/cpf-magazine/> ; though, we publish French articles, occasionally. Print issues are mailed directly to over 7,800 subscribers across Canada:

- members' homes
- schools and
- member organizations' offices, such as:
 - libraries
 - community centres.

Issue	Advertising Due on the () of the month	2024	Published on the () of the month	2024
WINTER	3 rd Fri	January 15	3 rd Fri	February 16
SPRING	3 rd Fri	April 19	3 rd Fri	May 17
FALL	2 nd Fri	September 13	2 nd Fri	October 11

Publication Advertising Deadlines for CPF Magazine

Please contact Bobbie Smith (1.800.667.0594 x414, communications@on.cpf.ca) for more information or reach out to your project contact: Stephanie Filippi (1.800.667.0594 x415, projects@on.cpf.ca).

BOOKING FORM

Name: _____

Title: _____

Organization: _____

CPF Membership Number: _____ *(If your organization is a CPF member, you qualify for a 10% discount!)*

Full Address: _____

Tel: _____

Payment by: VISA MASTERCARD

Card Number: _____
 Expiry Date: MM/YY

Please note that all advertising/promotions will be invoiced to the person noted above and will not be posted until payment is received.

Please return this form to:

Canadian Parents for French (Ontario) - Attn: Bobbie Smith
 103-2055 Dundas St E | Mississauga, Ontario | L4X 1M2
 1.800.667.0594 x414 | communications@on.cpf.ca